The Community Adaptation of Pro-Poor Tourism in the Ethnic Village: A Case Study of the She Ethnic Chixi Village in Fujian Province

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Abstract. Pro-Poor Tourism plays an important role in alleviating poverty. However, up to now, the international knowledge about China's poverty alleviation work is still lacking. The characteristics and problems of poverty, poverty alleviation and Pro-Poor tourism were investigated in Chixi Village of She Nationality, Fujian Province, China. In summary, we propose three community adaption methods, such as scientific positioning and the overall planning; adhering to the industry poverty alleviation and innovating tourism industry, establishing a sense of adaptation and enhancing service capacity. These methods are providing references for pro-poor tourism development in other types of minority areas.

Introduction

Since the Reform and Opening, China has continuously promoted the work of poverty alleviation and development. After more than 30 years of efforts, the poverty population in rural areas has been declining, and the incidence of poverty has dropped from 30.7% in 1978 to 3.1% in 2017. However, by the end of 2017, there are still 30.46 million rural poor people in China.⁴ Among them, the rural poor in ethnic minority areas account for 32.5% of the total poor population.⁵ Under the guidance and requirements of the grand goal of "building a well-off society in an all-round way by 2020", poverty alleviation in China is still facing many challenges in the new era. Under the new poverty alleviation background, the existing extensive poverty alleviation mechanism urgently needs reform and innovation, and precise poverty alleviation is imminent and imperative. With the rapid development of world tourism, the role of tourism in promoting regional economic development and poverty alleviation has become increasingly prominent, and it has become one of the important forms of world anti-poverty (Pro-Poor).⁶ As one of the most integrated industries, tourism can not only promote the rapid development of destination economy, but also play an important role in promoting equity, poverty eradication and cultural exchange.⁷ In order to further tap the potential of tourism in anti-poverty, the domestic and foreign industry and academia have been devoting themselves to exploring the effective combination of tourism and Anti-poverty in recent decades.⁸ However, limited by the background of poverty alleviation, China's tourism poverty alleviation (Pro-Poor Tourism) focuses more on the regional level, resulting in the long-term neglect of the interests of the poor, the deviation of the goal of tourism poverty alleviation, and the low accuracy. Under the background of precise poverty alleviation, how to apply the concept of precise poverty alleviation to the practice of tourism poverty alleviation in ethnic areas and achieve the goal of "true poverty alleviation" in tourism poverty alleviation has become an urgent problem for the academia.

Due to natural and historical reasons, most of the minority areas have poor living conditions and infrastructures. Poverty alleviation in ethnic areas is the key of fully realizing a "well-off society".⁹ Fortunately, the unique regional characteristics, historical culture and natural landscape of these poor ethnic areas provide unique conditions for the development of tourism. Ethnic villages' poverty alleviation tourism integrates the national characteristics, tourism functions and poverty alleviation needs together, which will quickly solve the problem of poverty alleviation in ethnic areas.⁴[8]
Methodology

Study Site

Chixi Village is a She administrative village, located in the southeast of Panxi Town, Fuding City. It is located in the south of Taimu Shanxi, a 5A scenic spot, 65 kilometers away from Fuding City. It has convenient external transportation. The village has 14 Natural villages, 408 households and 1806 people, of which 802 are ethnic minorities. Most of them are relocated to Chixi administrative village now. Chixi Village was named as "The First Poverty Alleviation Village" in China. Under the attention and support of the Party and the government, Chixi Village use its beautiful natural ecological resources and She nationality cultural resources, create unique tourism along the border between Fujian and Zhejiang Province. Chixi Village insists on the concept of "Tourism Rich Village, Agriculture Strong Village, Culture Prosperous Village, Ecological beautiful village", now it has been designated as " National Minority Characteristic Village Pilot Village ", National Tourism Poverty Alleviation Pilot Village, “National Tourism Model Village”, “National First Rural Tourism Poverty Alleviation Project Observation Point” and so on. It has become a new developing tourism village. As a national village, Chixi village of She nationality is a typical case of successful development of poverty alleviation tourism.

Survey Methods

The aim of the research was to find out the success experience of the pro-poor tourism in Chi-xi village. In order to know the Chixi village’s change, I conducted participant driven interviews with 10 villagers. All the villagers live in Chixi village for above 30 years and have witnessed the big change in Chixi village. The villages were given information about the purpose of the research and how their words would be used. I explained that their participation are voluntary, theirs anonymity would be guaranteed, so 10 villagers agreed to involve the interviews. I encouraged open conservation and suggested the villagers to talk about their own experiences. The conservations might reveal the big change in the village.

Characteristics of Poverty and Poverty Alleviation Tourism

Chixi village of She nationality, develop from the "The First Poverty Alleviation Village" in China to the eco-village, is a typical successful case of poverty alleviation tourism in ethnic villages. It has become a "Living Cultural Park of poverty alleviation in China". The success of poverty alleviation in Chixi Village is mainly reflected in the following aspects: (1) the government attaches importance to precisely alleviates poverty. As the previous "blood transfusion" poverty alleviation had little effect on poverty alleviation, the local Party Committee and government tried to establish a system of scientific and technological commissioners and cadres stationed in villages. They also set up files and cards for poor households one by one. They do this to find the entry point of poverty alleviation. Then the village gradually promotes the precise poverty alleviation methods from local poverty alleviation to relocation poverty alleviation, from education poverty alleviation, science and technology poverty alleviation to village development and cultivation of leading industries. In particular, the innovative way of relocation poverty alleviation has realized population aggregation and promoted ethnic integration, which is a major change from "blood transfusion" to "blood exchange" in the way of poverty alleviation. This has also fundamentally solved the bottlenecks of transportation, communication and infrastructure in the state of Diaspora, narrowed the distance between Chixi village and the outside world, and broadened the vision and thinking of villagers. (2) Adhering to industrial poverty alleviation and giving full play to theirs ‘advantages. Because of its remote location, Chixi’s advantage in tourism resources has not been translated into productivity for a long time. In recent years, with the vigorous help of government and tourism departments, Chixi Village has successively built highways connecting Panxi, Taimu Mountain and Bailin. The distance of the roads has reached 58.6 kilometers. The travel time from Chixi Village to national and provincial roads has been shortened from more than two hours to one hour. The road help the village integrates into Ningde's tourism pattern. Chixi Village insists on developing eco-tourism and
leisure sightseeing agriculture as the two pillar industries to get rid of poverty and become rich, and creates diversified rural tourism and leisure activities such as farming experience, folk culture, leisure and vacation according to local conditions.

**Characteristics of Poverty Alleviation Tourism**

The development of poverty alleviation tourism is the key to Chixi village's successful poverty alleviation. The poverty alleviation tourism in Chixi Village mainly includes the following two characteristics:

**Introducing Foreign Capital to Enrich and Develop Tourism Projects.** Guided by the concept of "Eco-village village" and "Tourism-rich village", the Chixi village's tourism have developed quickly since 2005. The tourism companies and professional cooperative organizations such as Wanbohua, Fenglin horticulture, Tingle Yuanyuan have been introduced successively. They have invested a lot of money in the development and construction of tourist attractions. They have built tourism projects like bamboo rafting, Canyon Sports Park, real-life CS. Field base, Dujia castle, Butterfly Park, colorful farm, flowers ornamental and vegetable picking farm and so on. And then the infrastructure facilities continue to improve; now the village is famous for the landscape pattern of "villages in the scenery, scenery in the village, and mountains near water". In addition, relying on the entry of tourism enterprises, Chixi Village has also built three large parking lots, two tourist service centers, three eco-leisure villas and a number of tourism public toilets and other tourism service facilities. In 2017, Chixi Village attracted more than 150,000 tourists, with a tourism income of more than 15 million yuan, and the tourist’s maximum amount of daily reception is reached 20,000.

**Guiding the Community to Adapt Actively, Developing Industries and Enhancing the Endogenous Power to Eliminate Poverty.** Community adaptation is an important carrier for the success of poverty alleviation tourism. By guiding 408 households, 1800 villagers in Chixi village, 356 households and more than 1500 people have moved to the central village (Chang'an Street). With the maturity of the village industry and the increase of development opportunities, two-thirds of young people have chosen to return to the village for employment and entrepreneurship, of which nearly 200 are directly employed in tourism companies. During the tourism season, more than 600 villagers worked in tourism companies. 73 different types of residential accommodation, small supermarkets, farmhouse entertainment and specialty stores have been opened On Chang'an New Street, Chixi Village's main road. Increasingly, various types of income channels, such as restaurant accommodation, tourism products and labor services, have been formed. In addition, Chixi Village has also made full use of its ecological resources, special agricultural products, has introduced 22 agricultural enterprises to change the villagers’ sales characteristics.

**The Adaptation Path of Community**

Although the tourism industry has played a very strong leading role in the poverty alleviation work in Chixi village, and tourism poverty alleviation has become the consensus of cadres and masses, there is still a big gap between the tourism development and tourism poverty alleviation work in Chixi village compared with other places. Based on the existing development foundation and experience, poverty alleviation tourism in ethnic villages can be developed in the future from the following three aspects to improve community adaptability and achieve precise poverty alleviation.

**Adhering to Scientific Orientation and Providing a Good Environment for Community Adaptation**

The development of poverty alleviation tourism in ethnic villages should first make a good overall plan from the height of strategic transformation, establish and adhere to the concept of sustainable development, and develop characteristic and advantageous industries based on protecting traditional culture. The overall planning of poverty alleviation tourism in ethnic villages
should be government-led, market-oriented, characteristic tourism products as the pillar of development, poverty alleviation as the goal, and sustainable development of national economy as the principle. Only in this way can the healthy and sustainable development of poverty alleviation tourism economy in ethnic villages be realized. The development of poverty alleviation tourism in Chixi Village should clarify the train of thought, guide the project development and construction with planning, and maintain the original national cultural characteristics. At present, the construction of Chixi Village is mostly carried out spontaneously by village committees and villagers’ groups, lacking long-term planning, and there are many problems. For example, the construction of Dujiabao ancient residence project is not coordinated with the construction of new rural construction project, there is no regional isolation, and the construction of related facilities is too modern, there is no excavation of the traditional life and crafts of She nationality, the original ecological environment is seriously damaged.

**Establishing the Consciousness of Adaptation and Improving the Ability of Adaptation**

Poverty alleviation depends fundamentally on self-reliance and strong endogenous motivation. The purpose of poverty alleviation tourism is to help the poor people in the community get rid of poverty and become rich. However, because most of the poor areas are located in remote villages, and the poor people lack the capital, technology, knowledge and initiative to participate in tourism activities, they often face many obstacles in the process of participating in tourism development, and it is difficult to benefit from tourism activities. In the process of poverty alleviation through tourism, how to increase the development opportunities of the poor and mobilize the enthusiasm of the poor in the community is the fundamental policy of "endogenous poverty alleviation". Therefore, encouraging communities to adapt to tourism development is an effective way to achieve the goal of poverty alleviation. First of all, we should improve the awareness and enthusiasm of the community to adapt to poverty alleviation tourism. Secondly, we should provide conditions for the community to adapt to poverty alleviation tourism.

**Summary**

The development of poverty alleviation tourism in ethnic villages can not only promote the economic development of ethnic minority areas, but also protect the villages and traditional culture of ethnic minorities. With China entering the critical stage of poverty alleviation, precise tourism poverty alleviation is an important means to alleviate poverty. Taking Chixi village of She nationality in Fujian as an example, this paper studies the characteristics of poverty and poverty alleviation and the development of poverty alleviation tourism in Chixi village by means of field investigation and in-depth interviews. Finally, it puts forward the path for farmers to adapt to poverty alleviation tourism in ethnic villages, which can provide reference for the development of poverty alleviation tourism in other similar poverty-stricken areas of ethnic minorities in China. Reference resources. The successful practice of poverty alleviation tourism in Chixi Village tells us that in tackling poverty alleviation in mountainous areas and ethnic minority areas, we should carry forward the spirit of "weak birds fly first, long-term success", encourage community participation, adhere to "endogenous poverty alleviation", get rid of poverty in consciousness and thinking, continue to innovate and develop accurately. At present, with the development opportunities of "supply-side reform" and "sharing economy" in full swing, it is a new turning point and growth point for poverty alleviation tourism development in ethnic villages to adhere to industrial poverty alleviation, innovate tourism pattern, activate innovation momentum and optimize resource allocation. In addition, in the future, the development of poverty alleviation tourism in ethnic minority areas should also ensure fair prevention of widening the gap between rich and poor, protect the ecological environment, prevent environmental degradation, and protect traditional culture to prevent cultural deficiencies.
References


